

## **ABSTRACT OF THE DISCLOSURE**

The instant invention provides a system and method of broadcasting audio and visual information to a plurality of audio reproduction devices and visual display devices utilizing a plurality of control computers linked thereto by a communications  
5 network. The invention employs a plurality of pre-recorded digital audio files and corresponding visual representation thereof to allow a user to construct message sequences for broadcast with a minimum of system input. Furthermore, a user may specify a plurality of broadcast zones to broadcast audio and visual messages.